

Evangelism Strategy

Church: Wimbledon International Seventh-day Adventist Church

30th July 2008

Proposal number: 002

Executive Summary

Mission

To empower every member of the Wimbledon International Seventh-day Adventist Church family as a minister of the gospel of Jesus Christ so we can preach the Three Angel's message to the Wimbledon Community in the context of spiritual gifts.

Goals

There are 3 main goals:

1. To remold church departments as ministries to the people in the Wimbledon Community
2. To extend all church ministries online.
3. To assimilate all into a discipleship programme that will guide them through the four stages of the Christian journey:
 - a. Visitor
 - b. Attender
 - c. Member
 - d. Minister

Vision

Every Seventh-day Adventist believer of the Wimbledon International Church has received a mandate from Christ to preach the Three Angel's Messages of Hope to the Wimbledon Community through the use of their God-given spiritual gifts.

Development

Phase 1 - Church Ministries Revolution (Aug 08 - Mar 09)

Development of discipleship track (Aug 08)

Outline the various methods and ministries that will be used to measure and develop people through the four stages of the discipleship track: visitor, attender, member and minister.

Deployment of Spiritual Gifts Campaign (Sep-Oct 08)

This is a series of Sabbath school, divine service, youth programmes and prayer meetings that will emphasize everything about Spiritual Gifts. We will not only look at the gifts in themselves, but explore possibilities for the Wimbledon International Church reality. The final target will be to categorize 80% of the church family into the following:

1. Discipleship track
 - a. Visitor
 - b. Attender
 - c. Member
 - d. Minister
2. Spiritual Maturity
 - a. Seeker
 - b. New Believer
 - c. Stable/Growing
 - d. Leading/Guiding
3. Spiritual Gifts - a record of the top five spiritual gifts

Calling of individuals to serve in the various ministries (Oct-Nov 08)

The church board will discuss the various department structure and explore possibilities of current and new ministries. This must be a very flexible meeting where each ministry is evaluated and possibly changed or discontinued. Part of this process will be to evaluate the pastoral team, with the possibility of electing new elders or changing the ministry of current elders. After that each ministry will be assigned to an elder, depending on the elder's gift.

Each elder would then meet with every member of the church (and attenders that are progressing steadily towards being members) to discuss how they would best serve as ministers. This is a volunteer meeting that would last approximately 30 minutes and take place in various sessions throughout Oct-Nov 08. We hope to involve over 100 people in this process, including those that are already leaders or participants in current departments.

Each elder will then suggest a list of people for each ministry. After that the board will 'call to ministry' every person according to their gifts, some to the leading ministers and others assistant ministers to each ministry. All those that came to the interview with the elders will receive a calling to a ministry (one ministry can have unlimited assistant ministers). This variation of the nominating process will make sure that:

1. People are called based on how the Holy Spirit empowered them rather than simply filling positions
2. Everyone who is willing will have a ministry
3. Direct contact with the pastoral team is established both with ministries and ministers
4. Training will be targeted at people who already have the gift

After the calling the new ministers will be trained in their new serving capacity throughout Dec 08. They will also shadow those that are still serving this year.

Creation of a Media Ministries Team and System (Aug-Dec 08)

The main emphasis will be to:

1. Serve other ministries with any media production
2. Extend church life to the web
3. Create material for distribution within the community like DVDs, etc.

Development of reception programme (Oct-Dec 08)

This will involve a team of 6-8 people (2 on duty per Sabbath) who will memorize the names and pictures of all members and attenders, which will allow them to identify new visitors immediately and start ministering to them.

Ministry re-evaluation (Jan-Mar 09)

Those that have been chosen as ministers will re-evaluate the ministry they are now part of and present how they can serve the community directly, with great emphasis on individual people and families. The pastoral team will be part of this re-evaluation process and once the plans are ready each ministry will provide a quick guide (10-20 pages) of how they will serve the Wimbledon Community. Integration of various ministries in different projects is highly encouraged.

They will also present their plans to the whole community in two sequential Sabbaths in Mar 09. Each ministry will be allocated 14 minutes to present the essence of their plans followed by a 5 minute short question time. As most of the church will be comprised of ministers, this should work as a cross ministry analysis and possible integration platform.

Phase 2 - Effective Ministry (Apr-Sep 09)

Production of Something Missing packs (Nov 08 - May 09)

These packs will contain:

1. myWimbledon DVD - a series of short videos about everything Wimbledon:
 - a. 'Who are we?' - Short 4 minute advert about the Wimbledon International Seventh-day Adventist Church. Very nippy and exciting with an edge of prophecy. The person will be guided to the website.
 - b. 'People you should meet...' - A series of 5 stories of people from the church, like Tyrone, Jesse, Tammy, you (!), etc. The basic message is either that they had something missing and found it here or that although they should have gone through hell, they still live a life of joy or even that they found happiness, joy, meaning and peace by meeting Jesus Christ and being part of the family.
 - c. 'Give us a chance to help you...' - every ministry will have a short video about what they do, always inviting the person watching to get in touch directly with that ministry. This will range from prayer to family counseling to the pilates class.
 - d. 'Can you help others?' - a short video on how the person watching can help in the local community or abroad (ADRA). This will also work as an ingathering material - we can mention that every year around March we will come to ask for donations. We can also lead them to donate online towards our church or ADRA.
 - e. 'Something Missing Open Line' - a short video about the free '0800' number people can call at anytime to talk about what's missing in their life. They will also be guided to the website.
2. Something Missing Fridge Magnet - a small fridge magnet with the simple message: Remember that when you feel there is something missing in you life we'll still be here - www.mywimbledon.org. This could even be our logo. The purpose is so that people will just keep the magnet on their fridge and refer to it as the Holy Spirit leads them - at the right time.
3. Current Newsletter with free subscription form for subsequent issues.
4. Life.info magazine
5. Letter from the Pastor - a short letter inviting them to get in touch if either we can help them or they could help us.
6. Prayer correspondence card - a form to send in asking for prayer request either by post, phone or internet.

Distribution of Something Missing Packs (From May 09)

General principles:

1. Ten teams of two people each will be formed to distribute these packs.
2. Each team will deliver only 20 packs per quarter to specifically assigned streets, if possible near their house.
3. Each team will visit their street on two consecutive Sabbaths simply to pray for the homes and the families.
4. On the third week they will visit the home at a time where families are at home and personally give out the pack, explaining why we are doing it and asking them not to throw it away!
5. Visit the same street again on a forth & fifth week to pray for the families they gave out the pack to.

Visitor-to-attender ministries (From Jan 09)

Meanwhile, various ministries will be focusing on converting individuals who are visitors into attenders. This process may take various forms, but small groups will play a very strong part in the process. It's important to note that various methods and ministries to encourage visitors to become attenders will be tested from Oct 08 until the best system of methods is identified (by Jan 09).

Attenders-to-members ministries (From Feb 09)

All attenders will be encouraged through Bible study and personal friendship to make an open public statement about their faith in Jesus as their Saviour and soon coming king. This public statement will establish these individuals as new members of the family at Wimbledon International Seventh-day Adventist Church. This will either be via transfer from another church, profession of faith if their name was lost in the process or baptism for new believers or returning son's and daughters of God. It's important to note that various methods and ministries to encourage attenders to become members will be tested from Oct 08 until the best system of methods is identified (by Jan 09). The Bible Academy is one of these.

Members-to-ministers (From Apr 09)

Just like the others, members will be biblically encouraged to become ministers. This will also take place through the various ministries responsible for this section of the discipleship track. Much of this effort will take place in Oct-Nov 08 through the spiritual gifts programme.

Phase 3 - Evaluation (Oct 09)

Periodically all ministries and teams will evaluate their own goals and strategies and then start the cycle again into a ministry revolution. Each member will be evaluated by the ministry group and the board will look into the leading minister of each ministry to see who they served through the year.

Structure & Finance

There must various changes in the church structure to achieve this strategy. However, the main change and greatest commitment will be in the establishment of Media Ministries. This is hugely expensive, even if done moderately, as the following table shows:

Description	Quantity	Unit Price	Cost
Media Equipment	1	£9,500.00	£9,500.00
Something Missing Packs	1000	£2.15	£2,150.00
External Website	1	£700.00	£700.00
Training & Team Development (100 ministers)	100	£10.00	£1,000.00
Miscellaneous	10	£150.00	£1,500.00
Total			£14,850.00

Our current finances are in healthy state, with over £20k in our savings and £11k in our SEC trust fund. The latter is growing consistently at a rate of £2k per month, including the building loan. The general advice given to churches is to avoid using the trust fund account for anything apart from building purchasing or development, leaving a minimum amount of £5k for emergencies. Also, due to the lapsed timeframe of tithe processing at the SEC they have only processed the Gift Aid returns until April 08, which means our account should have approx. £17k. This means there is a possibility of of using £7k from that fund and still have a healthy amount left for emergencies.

However, it is important that our members contribute directly to the evangelism strategy through pledges. This will insure their commitment and provide the necessary funding. The following table outlines possible funding sources:

Description	Quantity	Unit Price	Cost
Evangelism Budget - 2008	1	£2,500.00	£2,500.00
Personal Pledges - Large	10	£250.00	£2,500.00
Personal Pledges - Small	30	£50.00	£1,500.00
SEC Trust Fund Account	1	£7,000.00	£7,000.00
Local Church Budget - 2009 (training)	1	£1,000.00	£1,000.00
Evangelism Budget - 2009	1	£2,500.00	£2,500.00
Total			£17,000.00

Updating the church tools to present the gospel and achieve our mission has always been a sacrificial task. When the New Testament Church had to overcome the long distance to new mission fields, the church members gave all they had to make sure it happened. Similarly, when the pioneers of the Seventh-day Adventist Church had to buy a printing press to publish the Three Angel's Message to their world, they also sold everything they had and sacrificed their time and resources. It was their sweat and tears that made it possible for each of us to know Jesus as our saviour and soon coming King.

It is possible that the time has come for the Wimbledon International Church family to follow their example. The key question at this moment is not whether we can afford it or not. The key question is whether God is calling us now to make all the sacrifices needed to take our proclamation to the next level.